



Setting the standard

Our purpose is to add value to your business by providing an independent currency for the buying and selling of media. We build partnerships by listening to you - our members, to offer a trusted, impartial and professional service.

An ABC certificate is an essential tool for your sales teams and we; the B2B Account Management Team is on hand to help you make the most of your ABC certification. As part of you membership we offer the following services. In tough trading conditions, it is essential to make all your assets count.

So have you...

- Equipped your sales team with all the skills needed to best explain their certificates by arranging a sales team briefing session at your premises?
- Backed up your new certificate with a bespoke buyer communication from the ABC? (Press Releases, Case Studies, Dear Advertiser Letters)
- Included your company logo and publication front cover on the front of your certificate?
- Increase awareness of your company's involvement and investment in ABC by using ABC Face to Face. We can present to all departments - not just circulation - detailing the reasons behind your investment in audits and how this helps in day to day business activities.
- Underpinned your commitment to industry standards by running fresh ABC adverts?
- Used our media information advice service to ensure your latest Media Information is compliant with ABC regulations?
- Used our web site service to e-mail directly to buyers? Check out the competition. View, email or print current certificates. Look at historic data. Register for e-alerts - this service will tell you automatically of any changes to your personal selections. Go to www.abc.org.uk now!
- Invited us to attend trade exhibitions and exhibitor days? We can sponsor targeted events to promote the use of your ABC accreditation.
- Asked ABC to present to advertisers, agencies and exhibitors on the use of ABC data?
- Used the ABC logos, adverts, banners and flyers?
- Set up Hypertext links between your websites and the ABC website?
- Organised Consultation visits where we can advise on best practice on all areas of circulation development and exhibition ticketing. From advice on registration documents and capturing data for demographic audits, to ensuring your materials and procedures



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comply with ABC rules and regulations? Why not ask for Return form advice - to help you get it right first time.

- Sent your circulation staff on ABC training courses? We run informal courses at our offices where we guide you through the basics and help you complete an audit submission.

Your dedicated Account Manager is always available to assist you in any way that they can, either over the phone or face-to-face.

To ensure you get the best possible value from your ABC membership, please feel free to get in touch with us.

How To Get More Information

The Business Magazine Reporting Standards are available from the ABC website www.abc.org.uk. If you need to discuss any aspect of ABC please contact an ABC Account Manager (01442 870800)

This outline is intended as a brief user-friendly guide to the topic. It is not intended as a replacement for, or interpretation of, the relevant ABC Reporting Standards. In all cases where this guide and the Reporting Standards differ, the Reporting Standards will prevail.